



U.S. News & World Report

**FIRST CLASS MAIL**

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# U.S. NEWS & WORLD REPORT

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August 21, 1967

The last time  
you had a chance like this  
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. . . some of the best reasons for having this  
magazine which exist today, were not present then.

First of all -- Vietnam. It's now a "big-time" war by any  
measure, and it may get bigger. You can debate its purpose,  
but not its impact. It has changed things around in this  
country, and is demanding major adjustments from all of us.

Add to Vietnam's impact -- the Arab-Israeli confrontation,  
Red China's H-Bomb, Russia's duplicity . . . and our most serious  
domestic crisis in half a century -- big-city riots and anarchy.

This is a time to turn to more substantial news reporting.

Business seems to be on the move upwards once again, slowly  
now, but gaining momentum. Tax increase seems more and more  
likely. Tighter credit or new controls may be the alternatives.  
Strikes, and their terms of settlement, still cloud the outlook.

On top of it all -- politics is heating up in prelude to the  
'68 Elections. It's a good move just now to start reading a news  
magazine that concentrates on important news and its consequences.

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making the move to U.S. News & World Report right now: a recent promotion,  
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these days . . . both in business, and in managing your own affairs.

Of course, the special \$2.87 offer which this letter carries is  
another reason, and a good one, for acting now; but I'd prefer you tried  
this news magazine for what you'll gain, rather than for what you'll save.

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& World Report has new facts, deeper analysis, the "other side," and the  
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of news events, and give new spark to the conversations you take part in.

If you are ready for a change, a challenge, a step-up to more  
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It gets original news -- the sequel to news you already know, the consequences of events. It will answer your questions.

This is far more than a catch-phrase; the editors approach each week's developments from the reader's point of view. They seek to answer the questions which come to your mind after you've read the usual news accounts.

Please look over the headlines on the enclosed copy sheet. They go a long way toward explaining, even proving, what I'm trying to say about this news magazine.

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Here are 47 good reasons why you should be reading "U.S. News & World Report" right now. They are a sampling from recent issues . . . news articles, special reports, analyses which will give you an idea of the use and profit you will get from this news magazine.

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The Anatomy Of Riot -- Report From 39 Cities

An Upturn For Business? What The Signs Indicate

Next For LBJ: "Agonizing Reappraisal" Of U.S. Policies

Resolving The Middle East Crisis: Concessions To Expect

How America's Critics Embrace America's Way Of Life

20 Stocks The Experts Favor Now

China's H-Bomb: Its Impact In Asia, In Russia, In The U.S.

The Big Issues At Stake In Auto-Labor Negotiations

Vietnam -- The Search For A Way Out

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Political Aftereffects Of The Big-City Riots

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